



“Money’s Worth” Frequently Asked Questions

References: RCW 66.28.305, 043 and 310-WAC 314-52-080- WAC 314-12-140 01/2014

Please see Special Occasion Chart for standards related to Non Profits

Theme:

Rules regarding exchange of promotional items between all licensees



Why is Money’s Worth Regulated:

Money’s Worth laws were established to prevent one licensee from “unduly influencing” another licensee. Many of the provisions originate out of the desire to not repeat the business tactics that resulted in the national response of Prohibition.

Not Allowed

Items that are considered to be “Money’s Worth”

- Extension of credit or directly providing money
- Providing labor normally provided by retail licensee
- Liquor products or other products
- Sponsoring promotional events for a specific licensee
- Promotional gift Items i.e. vacations, vehicles etc.
- Tables, chairs, table umbrellas, equipment, custom display cabinets and mirrors
- Neon signs or permanent signs

Please note: A licensed retailer may purchase these items at fair market value from another licensee. A violation of the law may impact all licensed parties.

Allowed

Items that are not considered to be “Money’s Worth”

Promotional Items: Trays, lighters, blotters, postcards, coasters, menu cards, meal checks, napkins, clocks, mugs, glasses, hats, visors, t-shirts, jackets or other clothing, display cabinets or merchandizing displays, mirrors or promotional event banners, point of sale advertising, brand signs and similar items.

Please Note: Promotional items are for use by the retail licensee. They are not to be given away to consumers. Items must bear imprinted logo of the industry member that is providing the item only; and items may not be targeted to or appeal principally to youth.